



## Consultation response form

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[REDACTED]	
<b>Consultation title</b>	Consultation on our draft Code of Practice and draft Guidance on the Agreement Objectives
<b>Full name</b>	[REDACTED]
<b>Contact phone number</b>	[REDACTED]
<b>Representing (delete as appropriate)</b>	Organisation
<b>Organisation name</b>	Samsung Electronics UK
<b>Email address</b>	[REDACTED]

### Confidentiality

We ask for your contact details along with your response so that we can engage with you on this consultation. For further information about how Ofcom handles your personal information and your corresponding rights, see [Ofcom's General Privacy Statement](#).

<b>Your details: We will keep your contact number and email address confidential. Is there anything else you want to keep confidential? Delete as appropriate.</b>	Full name / Part of our response below highlighted in <b>YELLOW</b>
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<p><b>Your response: Please indicate how much of your response you want to keep confidential. Delete as appropriate.</b></p>	<p>Part of our response below highlighted in <b>YELLOW</b></p>
<p><b>For confidential responses, can Ofcom publish a reference to the contents of your response?</b></p>	<p>NA</p>

## Your response

Question	Your response
<p><b>Question 1: Do you agree with our approach to considering appropriate prominence and our analytical framework? Please provide your reasoning, and if possible, any supporting evidence.</b></p>	<p>As a global manufacturer of television devices, Samsung strongly supports the objective of the Media Act to ensure that UK public service broadcasting (PSB) achieves "appropriate" prominence, remains visible, discoverable and easily accessible to audiences.</p> <p>Public service broadcasters play an essential cultural and democratic role, and our devices have historically reflected this importance by prominently featuring PSB apps and content on our interfaces without any regulatory obligation to do so.</p> <p>We believe the way in which people access PSB content should be simple, consistent and intuitive. This is why having access to open streams, regardless of how those streams are distributed, replicate the established DTT experience consumers are familiar with. This is the only way to guarantee that TV Electronic Programme Guides (EPG) and channel ordering remain familiar and easy-to-use, particularly for those less digitally confident.</p> <p><b>Compliance</b></p> <p>Samsung will ensure UI compliance on all new TVs available on the market once the Code is implemented and within the agreed implementation period. It is important that the implementation of the Code reflects the practical realities of device manufacturing and operating system deployment.</p> <p>Televisions have long product lifecycles and are sold globally with pre-installed operating systems. Samsung can ensure compliance with new regulatory requirements for devices entering the market</p>

Question	Your response
	<p>after the Code comes into force. It is technically impossible, to retrospectively force modifications or updates on UIs of televisions already in consumers' homes without the user's consent.</p> <p>For this reason, the framework should recognise that compliance will apply to new devices placed on the market following the implementation period, rather than retrospectively applying them to the installed base of existing televisions. Such clarity would align regulatory expectations with the operational realities of the device ecosystem and provide certainty to both manufacturers and consumers.</p> <p><b>Defining "appropriate prominence"</b></p> <p>We welcome Ofcom's attempt to establish an analytical framework for assessing prominence beyond the traditional EPG environment. However, while we agree with the overall objective, we have concerns that elements of the proposed framework extend beyond the intention of the legislation and risk producing outcomes that are disproportionate, impractical to implement, and ultimately detrimental to consumers.</p> <p>The Government deliberately chose the term "appropriate prominence" rather than "significant prominence" when passing the Media Act. Parliamentary debates made clear that this distinction was intentional citing that <i>"while something that is significant may be appropriate, what is appropriate will not always be significant"</i>.</p> <p>The term was retained to ensure flexibility, proportionality and operability across a rapidly evolving television ecosystem that now includes app-based interfaces, global operating systems and personalised user experiences. The framework should therefore preserve this flexibility rather than inadvertently introducing rigid requirements that replicate a "significant prominence" regime in practice.</p> <p>Against this backdrop, there are overarching issues within the analytical framework that require further clarification.</p> <p>First, we have significant concerns regarding the treatment of app menus and promotional advertising areas.</p> <p><b>The app menu</b></p> <p>We agree with Ofcom that the app menu on the home screen of a regulated television selection service (RTSS) is a key gateway through which audiences access content. In recognition of this, we already provide prominent placement for four national PSB apps on our devices, typically positioning them within the first screen of the app menu or within one-scroll of it, in line with customers' expecta-</p>

Question	Your response
	<p>tions. However, the draft Code's approach to app menu placement goes beyond "appropriate prominence" by prescribing outcomes that do not sufficiently account for regional relevance, real-world usage patterns or the finite nature of interface space.</p> <p><b>Advertising space</b></p> <p>In addition, the inclusion of paid promotional advertising for products and services unrelated to TV content areas within the scope of prominence raises significant concerns. These areas function as commercial advertising inventory rather than editorial navigation tools, competing directly with other media channels for advertising revenue. Extending prominence requirements into these spaces risks misapplying the Media Act beyond its intention of promoting public service content and could distort competition in the advertising market while undermining the sustainability of device ecosystems that rely on advertising revenue to support innovation and consumer pricing.</p> <p><b>The implementation of "must offer, must carry" principles</b></p> <p>The framework would also benefit from greater clarity around the practical implementation of the Media Act's "must offer, must carry" principles.</p> <p>The Media Act was designed to ensure that public service content remains accessible to UK audiences. In practice, this objective can only be realised if PSB apps are reliably available on television platforms. The Code refers to pre-installation and carriage of PSB apps but does not clearly establish whether these arrangements are mandatory or how they should operate in the event of commercial disputes between broadcasters and device platforms.</p> <p>Without clear guardrails, there is a risk that access to PSB app availability could become contingent on ongoing commercial negotiations. This would undermine the core objective of the legislation - to ensure that licence fee payers and viewers can access public service content that they fund, on the device they chose to purchase in a competitive market. Greater clarity is therefore required to ensure that PSB apps remain available to consumers during commercial discussions and that the Code fully reflects the spirit of the Act.</p> <p><b>A defined dispute resolution mechanism</b></p> <p>Finally, we believe the framework would benefit from clearer and more robust dispute resolution mechanisms.</p> <p>The prominence regime will necessarily involve complex commercial relationships between broadcasters, device manufacturers and platform providers. Where disagreements arise, it is essential that</p>

Question	Your response
	<p>disputes can be resolved quickly and fairly to prevent prolonged uncertainty or disruptions that could negatively impact consumers and allow for a continuation of access and service</p> <p>We therefore would welcome clarity on Ofcom's statutory dispute resolution powers and believe the Code should provide clearer guidance on how these powers will be used in practice. A predictable and timely arbitration process would ensure that commercial disagreements do not delay the availability of PSB services or undermine the broader objectives of the prominence regime.</p> <p><b>Summary</b></p> <p>Samsung supports Ofcom's objective of ensuring that PSB services remain prominent and easily accessible in an increasingly app-driven television environment. However, the analytical framework should remain firmly grounded in the Media Act's central principle of "appropriate prominence", a concept intentionally designed to provide flexibility, proportionality and operability across diverse and evolving interfaces.</p> <p>To achieve this, the framework should ensure that prominence requirements remain proportionate and consumer-focused, avoid extending regulation into commercial advertising spaces, provide clarity on the implementation of "must-offer, must-carry" arrangements, recognise the practical constraints of global device ecosystems, and establish an effective dispute resolution pathway.</p> <p>Addressing these issues will ensure that the prominence regime achieves its intended objective, to support the continued visibility of public service broadcasting while preserving innovation, competition and a high-quality consumer experience across modern television platforms.</p>
<p><b>Question 2: Do you agree with our proposals on app menus, and our assessment of their associated impacts? Please provide your reasoning, and if possible, any supporting evidence.</b></p>	<p>Samsung agrees with Ofcom that the app menu on the home screen of a RTSS is the primary gateway through which audiences discover and access content. Prominence in this location therefore plays a critical role in ensuring public service broadcasters remain visible and accessible to audiences.</p> <p>As a global TV manufacturer, we have long recognised this importance and have voluntarily provided prominent placement to PSB apps across our devices without any regulatory obligation to do so.</p> <p>Currently, three national PSBs (BBC, ITV and Channel 4) are prominently positioned within the first screen of the app menu, meaning customers can access them immediately without scrolling. Channel 5 is also prominently positioned within the same menu and accessible via a single scroll. This arrangement reflects both consumer expectations and actual viewing behaviour, ensuring that the</p>

Question	Your response
	<p>most widely used UK public service content is immediately available to viewers when they turn on their televisions.</p> <p>However, we do not agree with Ofcom's proposal that where an RTSS interface cannot be regionalised, all six designated DIPS must appear within the first nine positions of the app menu, nor that these apps must appear in every app menu across the interface. In our view, this approach risks undermining the principle set out in the Media Act that prominence should be "appropriate", and risks creating outcomes that are both disproportionate and detrimental to consumers.</p> <p><b>The principle of "appropriate prominence"</b></p> <p>Section 362AO(2) of the Media Act makes clear that the requirement is to provide "<i>an appropriate degree of prominence</i>" and explicitly recognises that the same degree of prominence does not need to apply uniformly across every part of the United Kingdom. This is an important safeguard, acknowledging that the UK broadcasting landscape includes both national and regional services whose relevance varies significantly depending on the viewer's location.</p> <p>For television platforms like Samsung, that do not regionalise their interfaces, requiring six DIPS to occupy six of the first nine app positions would effectively grant identical prominence to services that are not universally accessible or relevant across the UK. Two of the designated services, STV Player and S4C Clic, are regional services whose audiences are geographically limited. Mandating that these services appear within the highest-value positions on a national interface would therefore extend a level of prominence far beyond the audiences they are intended to serve.</p> <p>In our view, such an outcome would go beyond the intention of the legislation and would not constitute "appropriate" prominence. Instead, it would require manufacturers to provide prime placement for services that most viewers cannot meaningfully use or want access to.</p> <p><b>Consumer harm and diminished user experience</b></p> <p>The primary impact of this proposal would be felt by consumers. App menus operate within a finite amount of screen space, and the first row of apps represents the most visible real estate on a television interface. These positions are typically occupied by the apps that consumers most frequently expect to use and which they associate with their television experience. 90% of all engaged app usage (hours) is from apps in this menu.</p> <p>For the vast majority of UK viewers who live outside Scotland or Wales, placing these regional services in prime positions would displace apps they are far more likely to use.</p>

Question	Your response
	<p>This creates a poor customer experience. Users would be presented with prominent apps that are either irrelevant to them or offer content they can already access through other routes they are familiar with. The result is a home screen that feels less intuitive and less aligned with viewer expectations.</p> <p>Consumers increasingly expect television interfaces to be personalised, efficient and reflective of their viewing habits; mandating prominence for regionally limited services across a national interface, risks undermining those expectations.</p> <p><b>Existing access to regional content</b></p> <p>It is also important to note that regional content from these services is already widely available through existing national broadcaster apps. For example, S4C have an existing partnership with a national PSB which already gives viewers access to regional content in a way that is both easily accessible and familiar.</p> <p>This means that audiences are not deprived of access to regional public service content if those apps do not appear within the very first row of the interface. The content remains readily available through existing national platforms that already benefit from prominent placement. Requiring additional prime placements therefore does not meaningfully improve access, but instead duplicates entry points in a way that unnecessarily consumes limited interface space.</p> <p><b>A proportionate approach to prominence</b></p> <p>For platforms like Samsung, that cannot regionalise their interfaces, we believe a more proportionate interpretation of the Media Act would be to require prominent placement within the first screen of the app menu for the four national PSB services: BBC, ITV, Channel 4 and Channel 5. These services serve the entire UK audience and reflect the services that viewers most commonly expect to find immediately available on their televisions.</p> <p>Regional designated services should still receive appropriate and meaningful prominence, but this can be achieved in a way that better reflects their geographic scope. Placing these services on the same menu, but where they become visible with a single scroll, ensures that they remain easily discoverable while avoiding unnecessary displacement of apps that consumers expect to see on their home screen.</p> <p>This approach is consistent with real-world usage patterns. This clearly demonstrates that such a position remains highly visible and accessible to users and cannot reasonably be described as marginal or hidden.</p>

Question	Your response
	<p><b>Additional Menus</b></p> <p>It is also Samsung's view that app menu prominence should focus only on the app menu that appears on the RTSS homescreen, the screen which appears every time the TV is switched on by the user. Our own data shows that almost three quarters of all app opens for IPS on our RTSS come from this home screen app menu.</p> <p>Additional menus, which under the current drafting are also covered by the requirement to include DIPS, should be excluded. These additional menus play a discovery role for customers, centred on displaying additional apps that are available for download. At any point, from anywhere on the TV, a customer can press the home button to return to the homescreen and will be presented with the DIPS.</p> <p>To mandate their prominence elsewhere on the RTSS goes beyond the intention of the Media Act, and is unnecessary to achieve the goal of DIPS prominence.</p> <p><b>Competition and market impacts</b></p> <p>Finally, it is important to recognise that mandating six of the first nine app positions for designated services significantly restricts the ability of television platforms to accommodate other services that consumers want. These positions are typically used to balance consumer demand, innovation and commercial partnerships with streaming providers. Reserving the majority of them for PSB services risks distorting competition within the wider app ecosystem.</p> <p>This impact would be felt most strongly by UK and European streaming providers, which lack the global scale of the largest international services and therefore rely on fair access to device interfaces to reach audiences. While global platforms will likely maintain their visibility due to strong consumer demand, smaller UK-based services may find it harder to secure placement if such a large portion of the interface is reserved by regulation.</p> <p>It also distorts a competitive marketplace, where manufacturers rely on revenue generated by partnerships to reinvest in the products they manufacture. Inevitably, anything that sees a loss in revenue would either see less investment in innovative new features and/or would see additional costs passed onto consumers.</p> <p><b>Practically implementing "must offer, must carry"</b></p> <p>Separately, while Samsung recognise that the app menu on the home screen of a regulated television selection service is an important gateway through which audiences discover and access content, we</p>

Question	Your response
	<p>believe Ofcom's proposals would benefit from greater clarity in relation to the practical implementation of the Media Act's underlying "must offer, must carry" principles.</p> <p>The Media Act was designed to ensure that public service content remains easily accessible to UK audiences across modern television platforms. In practice, this objective can only be achieved if PSB apps are consistently available on connected television devices. The draft Code refers to the pre-installation of PSB apps as part of ensuring appropriate prominence, yet it does not clearly establish whether such arrangements are mandatory, nor how they should operate in the event of commercial disputes between broadcasters and device platforms.</p> <p>Without clear guardrails, there is a risk that the availability of PSB apps could become contingent on ongoing commercial negotiations. This would be inconsistent with the consumer-focused objectives of the legislation and could result in circumstances where licence fee payers are unable to access PSB services they fund, on devices they have chosen to purchase and rightfully expect access to PSB content.</p> <p>We therefore consider that the framework should more clearly reflect the intention of the Media Act, and wider established public policy and expectations, by ensuring that PSB applications remain available on television platforms, including during periods of commercial disagreement. Providing greater certainty on these "must offer, must carry" arrangements would ensure that the prominence regime operates as intended, by protecting consumer access to public service content while enabling commercial discussions to continue in parallel without disruption.</p> <p><b>Summary and Amendments</b></p> <p>We strongly support the objective of ensuring public service broadcasters remain prominent and easily accessible to UK audiences. However, the requirement for all six designated services to occupy six of the first nine positions on a non-regionalised interface would not represent an "appropriate" degree of prominence. Instead, it would impose disproportionate obligations that risk harming the consumer experience, duplicating access to content already available through national services, and unnecessarily restricting the wider app ecosystem.</p> <p>A more proportionate approach would recognise the distinction between national and regional services where an RTSS interface cannot be localised. This would ensure that services with nationwide relevance are given the highest level of prominence, while regional services remain easily discoverable without displacing apps that most viewers expect to see.</p>

Question	Your response
	<p>To reflect this approach, we suggest that Ofcom consider revising the relevant provisions of the Code along the following lines:</p> <p><i>"Where the appearance of PSBs on a regulated television selection service does not vary by geographic region, the provider must ensure that the designated DIPS with nationwide relevance are prominently displayed within the first screen, in the first nine slots, of the home screen app menu. Regional designated internet programme services should be made easily discoverable within the same app menu, requiring no more than minimal user action (such as a single scroll) to access."</i></p> <p>This wording would preserve the fundamental objective of ensuring strong visibility for public service broadcasters while allowing RTSS providers to implement prominence in a way that is proportionate, consumer-focused and consistent with the intention of the Media Act.</p>
<p><b>Question 3:</b> Do you agree with our proposals on <b>primary content areas</b>, and our assessment of their associated impacts? Please provide your reasoning, and if possible, any supporting evidence.</p>	<p><i>Promotional Areas</i></p> <p>Whilst we agree with many of the positions Ofcom has taken on primary content areas, we strongly disagree with the inclusion of promotional areas.</p> <p><i>Advertising Placements Should be Out of Scope</i></p> <p>Unlike other primary content areas, promotional areas are paid advertising placements and out of scope of the Media Act. The Media Act (362AO(3)(a)) governs appropriate prominence to public service remit content. It does not govern the advertising of such content. The Act should not be misapplied and extended to apply prominence rules to advertising.</p> <p>Such regulatory overreach would undermine fair competition with the UK advertising industry, disproportionality impacting certain advertising businesses and not others. Public service content is advertised widely across owned, operated and third-party media channels (e.g. out of home billboards). The code as drafted targets one specific media channel (TV UIs), significantly restricting such providers freedom to compete in a highly competitive marketplace, and, we would argue, without a legal justification to do so.</p> <p>We confirm to Ofcom that the "Hero Banner" on a Samsung TV is a paid-for digital advertising billboard. Advertisers pay to promote a range of products (e.g. watches, cars, perfumes etc.) and services (e.g. financial services, shopping sites, supermarkets etc.). It is not used to editorially feature content. It is</p>

Question	Your response
	<p>viewed by consumers as advertising space and not used by consumers to search for recommendations or find content. Ofcom acknowledges the Hero Banner is typically perceived by users as advertising rather than a navigational tool. It should not be in scope of the code.</p> <p><i>Impact of Including Advertising Placements</i></p> <p>Should the draft code remain unchanged, we do not agree that the associated impacts have been correctly assessed.</p> <p>Samsung competes against all other media channels (cinema, digital, social, search, display, video, out of home, print, TV, radio) and media providers (including DIPS and IPS apps/platforms) to demonstrate the advertising value of our TV advertising placements and audiences to try to win a share of advertising budgets (including budgets owned by DIPS and IPS).</p> <p>Restrictions present multiple opportunity costs including:</p> <ul style="list-style-type: none"> <li>(a) reducing placements in the promotional areas that may be monetised;</li> <li>(b) the loss of otherwise successfully and fairly awarded share of advertising budgets from DIPS; and,</li> <li>(c) the risk of DIPS extending "appropriate prominence" arguments to demand more than "no less than the degree" of advertising placements, including for non-public service content.</li> </ul> <p>We note there is no clear definition in the code of what constitutes non-public service content, but recognition that it may be provided by DIPS, leaving this prominence factor open to debate.</p> <p>The Agreement Objective approach outlines <i>"...it would be inconsistent with the Agreement Objectives for DIPS or RTSS providers to require payment for terms that are reasonably necessary for (i) the inclusion of the DIPS or (ii) to give appropriate prominence."</i></p> <p>The risk associated with requiring DIPS to "give away" a portion of its ad revenue opportunity is quoted as being inconsistent with the "core" terms that are reasonably necessary for inclusion.</p> <p>Yet, the inclusion of promotional areas within primary content areas will mandate a RTSS to "give away" a portion of its ad revenue opportunity directly in conflict with the stated "core" terms objective. This goes against the intention of the Media Act.</p> <p><i>Guardrails If Advertising Placements Remain in Scope</i></p>

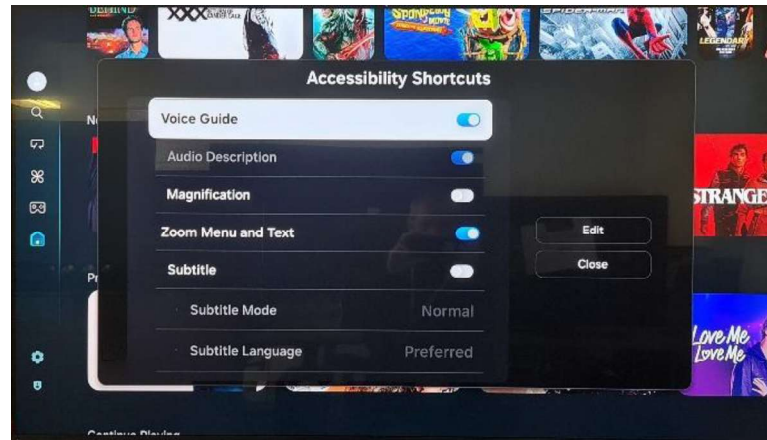
Question	Your response
	<p>Should promotional areas be recognised as primary content areas, inclusion requires certainty on the type of promotional content within scope. It should be clearly stated that advertising promoting content equivalent to public-remit content, and not advertising promoting products and services, is the relevant factor.</p> <p>Failure to do so extends content areas beyond "parts of the UI which feature individual pieces of content" or "highlight a specific programme" and provide DIPS with an anti-competitive advantage to access advertising placements on Samsung TVs based on the budgets of advertisers not promoting content.</p> <p><b><i>Disaggregated Content Areas</i></b></p> <p>We agree with the proposals in relation to disaggregated content areas.</p> <p>The primary content area on Samsung TVs is a disaggregated content area, Universal Guide. The majority of the remaining 10% app usage (hours) come from its use.</p> <p>Universal guide is situated below the app launcher bar and reached by scrolling down from the home screen. The format is recognisable to consumers as a location to browse for content recommendations and akin to discovery formats including within DIPS and IPS.</p> <p>We support and can continue to provide appropriate prominence to public remit content within our Universal Guide primary in line with the draft code.</p> <p><b><i>Suggested Code Amendments</i></b></p> <p>To support the distinction between promotional areas and paid advertising placements, we would propose the following additions to the code:</p> <p><b><i>Definition of advertising areas</i></b></p> <p><b><i>3.108A Advertising Areas</i></b></p> <p><i>An advertising area is part of the UI that displays commercial messaging paid for by an advertiser to promote the supply or sale of its goods and services.</i></p> <p><i>Advertising areas may be located within disaggregated content areas and/or a primary promotional area.</i></p> <p><b><i>Amendments to the actions to clarify code position on advertising areas</i></b></p>

Question	Your response
	<p>Option 1: establish advertising areas are out of scope</p> <p>Action A2.2. RTSS providers should give public service content (taken together) a degree of prominence across the primary content areas, <i>which are not designated as advertising areas</i>, (taken together) that is no less than the degree of prominence given to other content (taken together), in terms of the following factors (taken together):</p> <p>Option 2: clarify how advertising areas are in scope</p> <p>Action A2.2. RTSS providers should give public service content (taken together) a degree of prominence across the primary content areas (taken together) that is no less than the degree of prominence given to other content (taken together), in terms of the following factors (taken together): the number of programmes presented in the primary content areas; the <i>number of programmes advertised in the advertising areas</i>;</p> <p>Option 3: provide an option for further certainty around how advertising areas are in scope</p> <p><i>Action A2.2. DIPS and RTSS may/shall agree annually a list of advertisers and content which if displayed within the advertising areas will be considered as content for the purposes of evaluating no less degree of prominence.</i></p> <p>OR</p> <p><i>3.117A The recommended actions would apply to the "advertising areas" in so far as the commercial messaging promotes programming content.</i></p> <p><b><i>Proposed action to bring clarity to how no less degree of prominence will be agreed</i></b></p> <p>Action A.2.6 RTSS shall provide, and DIPS shall accept, an annual report and signed declaration as evidence of compliance with this Code.</p>
<p><b>Question 4: Do you agree with our proposals on <b>search</b>, and our assessment of their associated impacts? Please provide your reasoning, and if possible, any supporting evidence.</b></p>	<p>Samsung believes that featuring PSB content in Search results is a valid requirement, as long as there is relevant content available from DIPS to display which accurately matches the user's search query.</p> <p>This obligation will require all DIPS to offer their metadata for integration in order to be displayed in search results.</p> <p>DIPS must also populate specific fields of information such as genre, age rating etc and provide imagery which includes any brand attribution they require.</p>

Question	Your response
	<p><i>Action and clarification in draft Code</i></p> <p>A.3.2–A3.6 are dependent on all DIPS performing any necessary technical integrations and metadata provision to RTSS platforms in order to deliver Search requirements.</p>
<p><b>Question 5:</b> Do you agree with our proposals on <b>listed channels</b>, and our assessment of their associated impacts? Please provide your reasoning, and if possible, any supporting evidence.</p>	<p><i>Action and clarification in draft Code</i></p> <p>A.4.3–A4.8 are dependent on all DIPS performing any necessary technical integrations and metadata provision to RTSS platforms in order to deliver Listed Channels requirements.</p>
<p><b>Question 6:</b> Do you agree with our proposals on <b>attribution</b>, and our assessment of their associated impacts? Please provide your reasoning, and if possible, any supporting evidence.</p>	<p><i>Action and clarification in draft Code</i></p> <p>A5.2–5.3 are dependent on DIPS providing relevant RTSS platforms with the necessary metadata, including programme imagery with relevant channel branding to be able to comply with the Code.</p>
<p><b>Question 7:</b> Do you agree with our proposal on <b>alternatives to visual information</b>, and our assessment of its associated impacts? Please provide your reasoning, and if possible, any supporting evidence.</p>	<p>Samsung agrees with the proposal on alternatives to visual information, which we support through our Voice Guide feature that assists users with navigation and provides them with details of their current selection.</p> <p>We support the alignment of the draft Code of Practice requirements with the requirements of the EPG Code to ensure a consistent user experience through the complete linear EPG and RTSS experience.</p>

## Question

## Your response



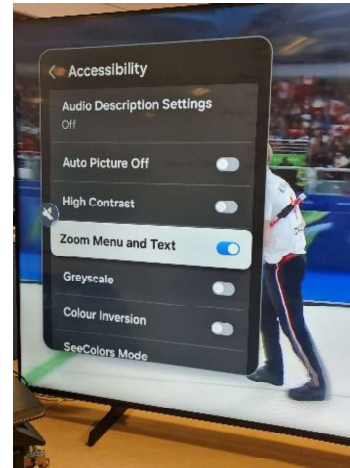
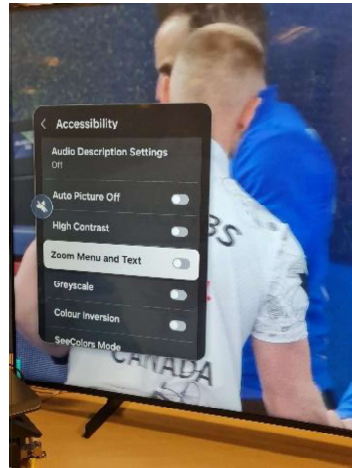
**Question 8:** Do you agree with our proposal on **text and image enlargement**, and our assessment of its associated impacts? Please provide your reasoning, and if possible, any supporting evidence.

Samsung agrees with the proposal for users to be able to enlarge the size of elements of the user interface necessary to make use of the RTSS, which we support through our Zoom Menu and Text feature.

We are grateful for Ofcom's clarification for manufacturers, provided via techUK, that "*any element that a user needs to use for navigation needs to be magnified/enlarged (not the whole interface).*"

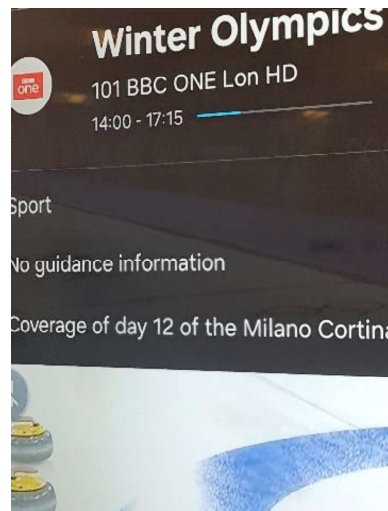
## Question

## Your response



**Question 9:** Do you agree with our proposal on **distinguishable text and images**, and our assessment of its associated impacts? Please provide your reasoning, and if possible, any supporting evidence.

Samsung agrees with the proposal on distinguishable text and images, which we support through our High Contrast feature.

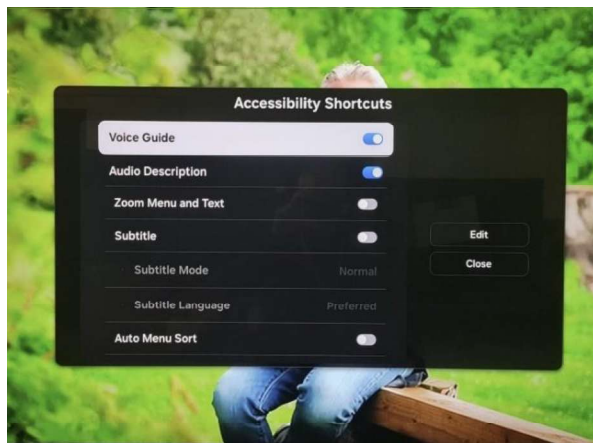


**Question**

**Your response**

**Question 10:** Do you agree with our proposal on **information on accessibility features**, and our assessment of its associated impacts? Please provide your reasoning, and if possible, any supporting evidence.

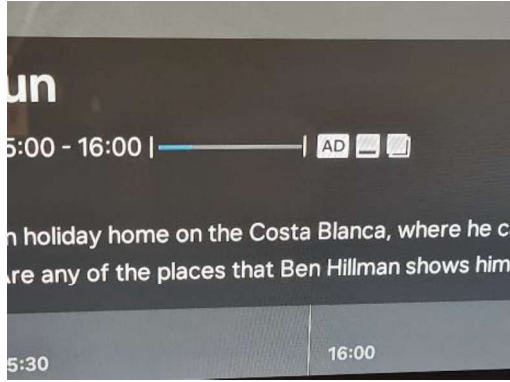
Samsung agrees with the proposal on information on accessibility features. We support this through an Accessibility shortcuts menu which can be accessed from a single button press on the remote control. This is in addition to the usual settings menu approach.



**Question 11:** Do you agree with our proposal on **labelling of accessible content**, and our assessment of its associated impacts? Please provide your reasoning, and if possible, any supporting evidence.

Samsung agrees with the proposal on labelling of accessible content and does label access service availability for content where the supporting metadata is available. This labelling takes the form of on-screen icons which are additionally announced by our Voice Guide feature.

We want to make it clear that for any new metadata specification, a sunrise period can only start *after* the publication of an agreed specification.

Question	Your response
	
<p><b>Question 12:</b> Do you agree with our proposal on <b>enabling use of the available accessibility features</b>, and our assessment of its associated impacts? Please provide your reasoning, and if possible, any supporting evidence.</p>	<p>Samsung agrees with the proposal on enabling use of the available accessibility features.</p>
<p><b>Question 13:</b> Do you have any views or evidence on the effectiveness or impact of any other actions in relation to making use of the RTSS and finding/making use of accessible programming? Please provide your reasoning, and if possible, any supporting evidence.</p>	<p>Samsung agrees that, at the present time, dedicated accessibility search functions would be of limited effectiveness for users due to limited support for a service such as signing and the low level of IPS metadata currently available.</p> <p>However, we believe this situation will improve over time, both organically and through Ofcom's regulatory actions. We think it is far better to improve the experience for disabled users within the mainstream UI rather than create a "disabled area" which could be considered discriminatory.</p>

Question	Your response
<p><b>Question 14:</b> Do you agree with our proposed draft <b>Guidance</b>, and our assessment of its associated impacts? Please provide your reasoning and, where relevant, any supporting evidence.</p>	<p>Samsung broadly supports Ofcom's proposed Guidance and recognises the regulator's efforts to turn the Media Act's prominence framework into a practical set of implementation principles.</p> <p>However, while we agree with much of the draft Guidance and its overarching objectives, we believe certain aspects require refinement to ensure that the regime remains aligned with the Media Act's central principle of "appropriate prominence."</p> <p>In particular, we consider that two areas of the draft Guidance risk extending the scope of the regime beyond what Parliament intended:</p> <ul style="list-style-type: none"> <li>• The treatment of app menu and PSB placement; and,</li> <li>• The inclusion of promotional advertising areas within the prominence framework.</li> </ul> <p><b>App menu placement</b></p> <p>Samsung agrees with Ofcom that the app menu on the home screen is a primary access point for viewers and therefore a key mechanism through which audiences discover PSB content. Our devices already reflect this reality. Currently, three national PSB apps are prominently positioned within the first screen of the app menu, with one more placed just off-screen, with users easily able to access it via one-scroll. This ensures immediate access for viewers when they turn on their televisions.</p> <p>However, we do not agree with the approach that would require all six designated DIPS, including regional services, to occupy positions within the highest-value locations of the app menu on non-regionalised interfaces. This risks going beyond the Media Act's requirement for appropriate prominence.</p> <p>As on Samsung devices, where interfaces cannot be regionalised, mandating that regional services such as STV Player and S4C Clic occupy prime positions within a nationally deployed interface would require manufacturers to provide identical prominence to services that are not universally accessible or utilised across the United Kingdom. Such an approach would not reflect the contextual and geographic flexibility that Parliament explicitly intended when adopting the concept of appropriate prominence.</p> <p>In practice, this approach risks diminishing the consumer experience by displacing services that viewers across the UK are significantly more likely to use. It would also duplicate access routes to certain regional content that is already available through national PSB apps.</p> <p>A more proportionate approach would distinguish between national and regional services in circumstances where an interface cannot be regionalised, ensuring that nationally relevant PSB services are</p>

Question	Your response
	<p>placed within the most prominent positions while regional services remain easily discoverable within the same menu through minimal additional user interaction.</p> <p><b>Advertising and promotional areas</b></p> <p>We also have concerns about the inclusion of promotional advertising areas within the scope of the prominence regime.</p> <p>Promotional spaces on television interfaces operate as commercial advertising inventory, comparable to advertising placements across other media channels. These areas are paid advertising placements used to promote a wide range of goods and services and are not designed or perceived by consumers as navigational content discovery tools.</p> <p>The Media Act establishes obligations in relation to the prominence of public service remit content, not the advertising of that content. Extending prominence obligations into commercial advertising spaces risks misapplying the intent of the legislation and may distort competition within the wider advertising market.</p> <p>Furthermore, restricting the ability of television platforms to operate these commercial spaces would have material economic implications for manufacturers. Advertising revenue supports the development and operation of smart TV platforms and enables manufacturers to maintain competitive pricing for consumers while continuing to invest in innovation and functionality.</p> <p>If the Code were to restrict the use of advertising spaces in the way currently envisaged, this would inevitably reduce available commercial revenue streams. In turn, this would either increase the price consumers pay for devices or reduce the level of investment manufacturers can make in new features and services.</p> <p><b>Summary</b></p> <p>In summary, we broadly support Ofcom's draft Guidance and its objective of ensuring that PSB services remain visible and easily accessible within modern television interfaces. However, we believe the Guidance should be refined to ensure it remains fully aligned with the principle of appropriate prominence established by Parliament.</p> <p>In particular, Ofcom should reconsider the treatment of regional services within national app menus and clarify that paid advertising spaces fall outside the scope of the prominence regime. Addressing</p>

Question	Your response
	<p>these issues would help ensure that the framework remains proportionate, consumer-focused and consistent with the intent of the Media Act.</p>
<p><b>Question 15:</b> Do you agree with the assessment of the <b>combined impact of our proposals</b> when considered as a package? Please provide any relevant evidence that supports your position.</p>	<p>Samsung recognises the importance of assessing the collective impact of the Code as a package rather than considering each proposal in isolation. While we support the overall objective of ensuring that public service broadcasting remains appropriately prominent and accessible to UK audiences, we believe that the combined impact of the proposed measures has been underestimated, particularly in relation to their economic implications for television platforms and the potential downstream effects on consumers.</p> <p>These revenues enable manufacturers to continue investing in the development of their operating systems, user interface innovation, accessibility features, content discovery tools, AI and other features that consumers increasingly expect as standard.</p> <p>Mandating a large proportion of high-value interface positions for specific services restricts the ability of manufacturers to respond to consumer demand and to maintain a balanced and dynamic app ecosystem.</p> <p>Ofcom's assessment suggests that the potential loss of millions of pounds of revenue associated with these measures may be proportionate. In line with the Government's growth agenda, Ofcom has a duty to consider the economic impact of any measures they seek to implement and how these align with broader growth objectives in the UK.</p> <p>We believe the scale of the impact has been understated and overlooked. This is not a marginal effect but one that could materially affect the economics of the smart television ecosystem.</p> <p>It is also important to consider the broader competitive implications. Reserving large portions of the interface for specific services will enforce standardised UI experiences, which distorts a healthy, competitive marketplace and may unintentionally disadvantage smaller streaming providers and emerging UK content services that rely on fair access to television platforms in order to reach audiences.</p> <p>For these reasons, Samsung believes that the cumulative impact of the proposals is more significant than currently reflected in Ofcom's analysis. A more proportionate approach that maintains strong prominence for PSB services while preserving reasonable commercial flexibility for manufacturers</p>

Question	Your response
	<p>would better balance the objectives of supporting public service broadcasting and protecting consumer interests.</p>
<p><b>Question 16:</b> Do you agree that 12 months is a reasonable period for all providers to bring themselves into compliance? Please provide your reasoning, and if possible, any supporting evidence.</p>	<p>We support Ofcom's intention to provide a defined implementation period that allows regulated television selection services to adapt their platforms to comply with the Code.</p> <p>However, we do not believe that the proposed 12-month implementation period is sufficient for manufacturers given the realities of product development cycles and the complexity of the changes envisaged.</p> <p>For this reason, we believe that the implementation period should differentiate between lower-effort adjustments and more complex system changes, each of which involves different development requirements.</p> <p><b>Summary</b></p> <p>Providing differentiated implementation timelines would ensure that the Code remains practical and achievable while still delivering the policy objective of ensuring prominence for public service broadcasters.</p>

